



Fund Development Report // May 2018
Prepared by Meeghan Fortson
ANCS Governing Board Meeting // May 15, 2018

2017-2018 Gather & Grow Fund (Annual Campaign):

April 2018 donations received: **\$4,633**

Year to date: **\$94,764**

of donations: **566**

Goal: **\$125,000**

Comparison to 2017:

April 2017 donations received: **\$4,845**

Year to date: **\$101,056**

of donations: n/a

During the month of April, **\$4,633** came in for the 2017-2018 Gather & Grow Fund, bringing our total amount raised to **\$94,764*** as of April 30. **A corporate matching gift of \$4,000 was also identified in April and applied to the Gather & Grow Fund, but it is not included in the monthly total.*

At the beginning of May, we had \$30,237 left to raise by June 30 to meet our \$125,000 goal. We kicked off our final push for the year with “Gather & Grow Fund Week,” which ran from May 7 -11. Stephanie Galer (*Fund Development Coordinator*) planned a very successful week of activities and communications promoting the Gather & Grow Fund. We set a goal of \$20,000 during the month of May and encouraged all parents to participate by making a gift to the Fund if they had not already given this fiscal year. By the end of the week, we had raised **\$21,145**, surpassing our goal for May!

The week included morning meeting announcements, informational tables at drop off and pick up, muffins and coffee after morning meeting, a solicitation letter to parents sent home in folders, new Gather & Grow Fund signage showing our progress towards the \$20,000 goal, and a coordinated series of social media posts. The week culminated with a challenge match on the final day- if we raised \$3,000 by 8pm, a group of donors would match every dollar raised. We did raise the \$3,000 and were able to claim the match! Many thanks to Stephanie and her team of parent volunteers who carried out these tasks and made the Gather & Grow Fund week such a tremendous success.

The Gather & Grow Fund provides crucial operating support to the school each year. **To make a gift by June 30, please visit www.atlncs.org/gather-grow-fund/**



Auction Update:

- On **April 26**, Matt Underwood and Meeghan Fortson thanked the 2018 Auction leadership team with a special dinner at Endive restaurant and floral bouquets from Tulip. Endive and Tulip were two of our largest in-kind sponsors for the 2018 Auction.
- On **May 11**, Stephanie Galer led Auction volunteers and staff in a productive meeting to plan the 2019 Auction and put together a manual of key Auction documents, processes, and job descriptions for volunteers. Current and former Auction chairs were present as well as professional event planner Rachel Eisaman who will be helping again this year.
- **SAVE THE DATE!** The 2019 Auction will take place on **Saturday, March 9th** at **Ambient Studios**. This is a new venue after being held at the Georgia Freight Depot for several years. The 2019 Auction Chairs are **Rachael Smith** and **Christine Dyer**.

Grant Funding Update

- ANCS was invited to apply for \$150,000 grant from the Zeist Foundation to support CREATE. Will hear back in May.
- ANCS received a \$1,750 grant from the APS Office of Early Learning to support transition activities for our incoming kindergartners.
- ANCS received a \$1,000 grant from the APS "whole child fund" to provide scholarships for two 8th grade students to attend the trip to Washington, D.C.

(Continued on next page)



Recent Fund Development Activities:

- **Wednesday, April 18** – The Fund Development Committee met at the Elementary Campus from 8:15 AM – 9:45 AM. The group discussed plans for Gather & Grow Fund Week, 2018 Auction results and plans for 2019 Auction, sponsorship levels, and possible changes to the PTCA fundraising structure. Draft minutes from this meeting have been posted online.
- **Thursday, May 3** – Meeghan Fortson, Matt Underwood, and Stephanie Galer met to review plans for the Gather & Grow Fund Week.
- **Thursday, May 10** – Matt Underwood and Meeghan Fortson met to review the various roles and responsibilities of Auction volunteers, staff, and the Fund Development Committee.

Upcoming Fund Development Activities:

- **Tuesday, May 22** - Matt Underwood, Meeghan Fortson, and Stephanie Galer will meet with Rachel Ezzo (PTCA Fundraising/Social Media Coordinator) and Hannah Beth Millman (PTCA President) to discuss changes to PTCA fundraising initiatives for next year and coordination with Fund Development activities.
 - **Giving Opportunities Letter to parents** - Matt Underwood will be sending a letter to all parents at the beginning of the 2018-2019 school year. This letter will provide an overview of all fundraising initiatives and opportunities at ANCS to give families a clearer picture of the many ways to support the school and why this support is needed. The PTCA has been asked to collaborate on this project as well.
 - The **Fund Development Committee** will meet once more in June to review and propose edits to the Fund Development Policy. The date for this meeting has not been determined.
-



Attachments:

- Fund Development Calendar of Solicitations & Activities

End of Report.



ANCS
2017-2018 Fund Development
Calendar of Solicitations & Activities
Updated on 5/13/18 to reflect actual dates

July

31 Open House at Elementary & Middle Campuses *(Fund Development has a table)*

August

13 New Parent Event

October

3 Donor Appreciation Event *(2016-2017 Gather & Grow Fund Donors at or above \$1,000)*
4 Faculty Meeting *(Fund Development Chair to attend; encourage support of Gather & Grow Fund)*
6 Fall solicitation letter to Parents and Grandparents (Mailed Oct 6)
6 Follow-up email to Donor Appreciation Event Attendees *(include giving link and photos)*
17 Fund Development Newsletter #1 – Email and Facebook *(Kick off 2017-2018 Gather & Grow Fund, PTCA/FD)*
18 Announce 2017-2018 Gather & Grow Fund in Courier Post *(Submit by 10/17)*
20 Grandparents & Special Friends Day *(Fund Development has a table)*
21 Fall Fest (PTCA)
26 Follow-up email to Grandparents and Special Friends with PDF

November

6 Email from FD Chair to Faculty/Staff with Gather & Grow PDF *(Include participation goal & challenge)*
20 Fund Development Newsletter #2 – Email & Facebook *(Promote GA Gives Day, Fac/Staff Challenge, Grandparent Giving, Announced Auction Date 3/3)*
28 Georgia Gives Day on Giving Tuesday *(Email/Social Media from Exec Dir: Make your Gather & Grow Fund Donation if you haven't already!)*
30 Final Day of November Faculty & Staff Challenge to reach 25% participation

December

21 Alumni Gathering
27 End-of-year Email Solicitation *(Reminder of 2017 tax deadline; encouraging support by Dec 31)*
31 End-of-year Facebook post *(Reminder of 2017 tax deadline; encouraging support by Dec 31).*

March

2 Fund Development Newsletter #3 *(Promote Auction, Gather & Grow Reminder)*
3 Wonder Ball Auction "Out of this World" - 6-11pm at the Georgia Freight Depot
21 Courier Post from Fund Development Chair, thanking Auction Chairs & Sponsors

May

5 Run With the Wolves (PTCA)
7-11 Annual Campaign Week *(Including solicitation email & letter to parents from Executive Director)*
16 Fund Development Newsletter #4 & Social Media Posts *(Celebrating Annual Campaign Week Success)*

June

11 June 30 Email Solicitation #1 – *Reminder to give by June 30*
25 June 30 Email Solicitation #2 – *Reminder to give by June 30*
30 June 30 Email Solicitation #3 – *Last day to give to 2017-2018 Gather & Grow Fund*
